**Itek introduces the world's most advanced system for do-it-yourself phototypesetting.**

**The Quadritek™ 1200 system: new cost-effectiveness and convenience in printed communication.**

Now with the Quadritek 1200 Phototypesetting System from Itek, quality type for brochures, reports, training and technical manuals, direct mail promotions, corporate magazines and much more can be produced at a fraction of the cost of externally purchased typographic services.

Price lists, catalogue pages, comparison charts, quarterly financial statements and other tabular material can be typeset automatically in the column format you select, eliminating the time and expense of mechanical paste-up. Only Itek offers this cost-saving advantage.

And with the Quadritek 1200 system, you can actually "capture" key strokes on dual magnetic tape cassettes, for high-speed editing, storage, and retrieval of typeset material. (Unlike strike-on systems, there is no time-consuming re-keyboarding of the copy in order to make corrections, edit, or justify.)

With magetic tape storage and retrieval, you can increase operator productivity by as much as 60%. And Itek includes this essential capability as an integral part of its phototypesetting system at no additional cost. (Some systems offer storage/retrieval only as an add-on feature costing thousands of dollars more.)

Most important of all, the sophisticated performance characteristics of the Quadritek 1200 system are matched by unparalleled simplicity of operation. A versatile segmented font system, simplified keyboard, CRT display screen, and literally scores of convenience and self-monitoring features reflect the thoroughness with which Itek has applied more than fifty years' experience in meeting the needs of in-plant and commercial printing professionals to the design of this unique phototypesetter.

Cost-effectiveness, high productivity, and quality output are indispensable in the printing or graphic arts environment today. And the Quadritek 1200 Phototypesetting System can be indispensable in helping you achieve them.

**In-house phototypesetting: an idea whose time has come.**

When the office typewriter replaced the copyist or clerk before the turn of the century, it revolutionized the way business was conducted.

And thirty years ago, strike-on systems brought another dimension to information processing, with the ability to capture input for editing or later retrieval. Their usefulness was restricted, however, by the inherent limitations of the typing process.

Today, do-it-yourself phototypesetting is replacing strike-on methods and the use of expensive commercial typographic services at an ever-increasing rate. And the movement to in-house photocomposition is as irresistible as the advent of the typewriter a century ago.

The reasons are basic. Greater productivity. Faster turnaround. The ability to greatly condense printed material into fewer pages. The more professional, permanent look of typeset copy. In-house control. And ultimately, improved profitability.

But to function effectively in the average in-house operation, a phototypesetting system must meet exacting performance and cost requirements. And Itek's new Quadritek 1200 Phototypesetting System is uniquely responsive to the particular needs of the business environment.

With its remarkably low cost, versatility, simplicity of operation, and an array of features that translate into high productivity, this typesetter was specifically designed for in-house applications and small commercial printers.

Unlike most other machines on the market, the Quadritek 1200 system is not merely an adaptation of large, complex phototypesetters used by newspapers and trade typographers, but an innovative approach to turning words into type.

The Quadritek 1200 phototypesetter. The one system that fulfills the promise of in-house composition with dependable, versatile performance.

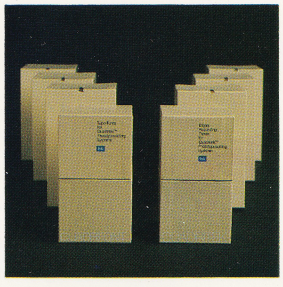
Now economical commercial or in-house photocomposition is more than just a concept. Itek's new microprocessor-controlled Quadritek 1200 system with integrated storage and retrieval capability makes typesetting practical for organizations of every size.

## Segmented fonts for unlimited typeface selection.

A unique system of segmented fonts each with 112 characters, makes the Quadritek 1200 system highly versatile in producing output which requires a mixture of type styles or faces. *Your* choice of styles or faces. Because you can combine any four individual segments, rather than be limited to predetermined combinations on single discs as with other systems. Select contemporary or classic typefaces from an expanding library offered by Itek. The acrylic segments slip into place instantly through a convenient loading door on the front of the system. There are no special attachments or fasteners.

To select a given typeface, the operator depresses the "Font" key and the number of the desired font. Instantly, the typeface is ready for use. Type sizes from 5½ to 36 points may be selected (including half-point increments up to 12 points) with a maximum line length of 48 picas. And fonts are infinitely interchangeable, even in the middle of a line. A constant reference to the fonts currently in use is furnished by labelled font storage cases, which are stored in numbered slots next to the display screen.

With this flexible system, the operator can, for example, set headlines in bold, subheads in demi-bold, text matter in the standard weight, and use italic when required, simply by touching the font key and a number. There's no time-consuming manual changing of fonts in the middle of a job. (If the operator wishes to change one or more segments, however, the new fonts can be inserted at any time without exposing the photosensitive material on which type has already been set.)



And segmented fonts offer you more than operator convenience and faster production. They're also less expensive when you want to obtain a particular combination of typefaces.

On systems with single font discs of preselected typefaces, you might have to buy many unwanted faces, or pay a premium to have discs custom-made. With the Quadritek 1200 phototypesetter, you buy only the faces you need. The mix of typefaces on line is always custom-designed for a particular job, because the operator makes the selection.

## Typesetting for the typist—not the technician.

The usefulness of any typesetting system is ultimately determined by the keyboard and the skills required to utilize it. Obviously, the most advanced features in the world mean little if a machine is so difficult to operate that it exceeds the capabilities of the average operator.

The Quadritek 1200 phototypesetter features a simplified keyboard design almost identical to that of a standard electric typewriter. The operator who has good typing skills has already learned the basics of typesetting on the Quadritek system. Professionalism is built-in. There is no bewildering array of special function keys, no intimidating list of unfamiliar typographical terms.

Keyboard control of the editing function is equally simple. The Quadritek 1200 system will actually search out words or phrases in typeset copy that has been stored on magnetic tape and display them on the typesetter's electronic screen for editing or revision. The operator can input changes from the keyboard as easily as setting a new line of type. Laborious "playout" of an entire page, required with strike-on systems, is a thing of the past.

The streamlined keyboard of the Quadritek system also greatly facilitates operator training. Most competent typists are capable of productive work with just a few hours' instruction. Operators of strike-on systems find the transition particularly easy. And Itek customer representatives, who are selected not only for their knowledge of the system but also for their ability to *teach* the basic concepts of typesetting, will provide expert on-site instruction for the operators you designate.

**The system that lets you keep an eye on your work.**

The ability to make changes or corrections rapidly, before material has been typeset, is as basic as the eraser on the end of a pencil. And the visibility of copy as the keys are struck is especially important to the typographer who only a few hours before was a typist used to seeing the immediate results of keyboard input.

A 12" CRT display screen, located directly above the keyboard for immediate verification and correction, makes the Quadritek 1200 system highly responsive to the needs of the operator—and provides greater assurance that finished copy will be free of errors.

The top third of the screen shows the parameters of the job as they are established by the operator. Font selection; point size; line and word spacing; line-ending mode, manual or automatic; line length; indentation; tabulation; editing commands; keyboard mode; output mode and other essential information are continuously displayed for operator reference.

The middle third of the screen shows the last line of the copy which has already been set—so the operator never "loses her place".

And the bottom section of the screen instantly shows each keystroke the operator makes with a moving electronic indicator (cursor).

The operator even has a choice of methods for editing and correction: simply striking over the incorrect characters, cancelling existing words and entering the correct ones, or inserting additional words. Again, the typesetter automatically rejustifies the line to the established width.

**Set to 48 picas (45½ ciceros)**

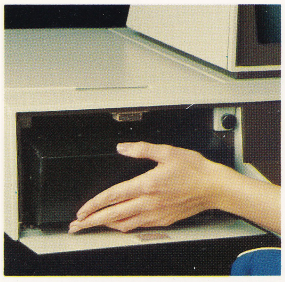
For routine forms work, it's important that the operator be able to use the full width of the standard sheet.

**Instant replay of typeset copy for greater productivity.**

The most time-consuming aspect of editing copy stored in most strike-on systems is *finding* the point where the correction is to be made, and "playing out" the entire job to assure that corrections or insertions appear where they are supposed to on subsequent copy. (Strike-on equipment does not automatically incorporate changes made within the body of stored text matter.)

Now, advanced Itek engineering provides dual-cassette magnetic tape storage and retrieval as an integral part of the Quadritek 1200 Phototypesetting System.

The Quadritek 1200 Phototypesetter will store financial reports, catalogue copy, price lists—anything you may want to update. When the time comes to make changes, your operator can review the entire job or sections of it on the viewing screen. Additions, deletions, or corrections can be made at any point, and the operator has instant visual verification that the change has been made *without* having to reset any part of the job.



When all the editing is complete, the typesetter can be directed to reset the corrected job automatically from the tape, freeing the operator for other tasks.

Only the Itek phototypesetter offers fast, automated information processing with the flexibility you need to retain and correct keyboard input instantly.

**Convenience from start to finish.**

Every aspect of the Quadritek 1200 phototypesetter is human engineered to eliminate the small inconveniences and time-wasting procedures which often are encountered on equipment not specifically designed for use in business or in the smaller commercial shop.

With the Quadritek 1200, the paper or film which receives the output loads quickly, and feeds into a snap-on cartridge for processing. Fonts simply slide into place. And an optional, infinitely adjustable copyholder may be attached to either side of the typesetter, to suit the operator's preference.

The Quadritek system not only makes it easy to correct mistakes, it helps to prevent them. The system alerts the operator to incorrect commands or procedures by flashing a code on the screen. It also warns the operator, through continuous self-monitoring, of conditions such as a missing font or lack of paper, and displays the appropriate message on the screen. The system is "locked" until the condition is corrected.

**Practical functions for efficient performance.**

The Quadritek 1200 phototypesetter offers unique, practical capabilities that enable the operator to insert copy changes quickly and easily, and make full use of standard paper widths for forms and tables.

Most importantly, it even eliminates the need for mechanical paste-up of columnar material, and speeds the setting of tables, charts, financial statements and other copy which must be prepared in this format.

**Summary of Operations:**

| | 1975 | 1974 |
|---|---|---|
| Net sales and revenues from contracts | $ 199,515 | $ 197,176 |
| Cost of sales | (128,534) | (126,762) |
| Operating expenses | (69,428) | (72,799) |
| Income (Loss) from operations | 1,553 | (2,385) |
| Income from financing subsidiaries | 212 | 229 |
| Interest expense | (2,395) | (2,884) |
| Interest income | 541 | 280 |
| Gain on sale of real estate | 325 | 608 |
| Other, net | (177) | 59 |
| | (24) | |

**Summary of Operations:**

| | 1975 | 1974 | 1973 |
|---|---|---|---|
| Net sales and revenues from contracts | $ 199,515 | $ 197,176 | $ 204,545 |
| Cost of sales | (128,534) | (126,762) | (130,505) |
| Operating expenses | (69,428) | (72,799) | (68,427) |
| Income (Loss) from operations | 1,553 | (2,385) | 5,613 |
| Income from financing subsidiaries | 212 | 229 | 280 |
| Interest expense | (2,395) | (2,884) | (1,389) |
| Interest income | 541 | 280 | 124 |
| Gain on sale of real estate | 325 | 608 | – |
| Other, net | (177) | (26) | 108 |

### Insertion

It's easy to insert a word or phrase on the Quadritek 1200 system. The operator just moves the cursor to the location of the desired insertion, touches the insert key, and types the additional material.

### Tabular material

The operator can either establish tabs with the actual copy to obtain columns of appropriate width and let the system automatically space the job; key in a number of characters to provide the typesetter with the relative proportions of the column widths desired; or establish specific values in pica measure for each column.

Either way, each column can be typed individually, rather than typing the first line in column one, the first line in the second column and so on, as is necessary on systems without the Quadritek system's reverse line-spacing capability.

### Automated character search

When you want to find a particular point in the copy for editing or correction of a job which has been stored on the magnetic tape cassette, the Quadritek system simplifies the search.

Strings of up to 32 characters can be located simply by entering them from the keyboard and touching the search key – and the search can be further refined to specify the particular occurrence of the characters simply by depressing the search key a corresponding number of times. When the line you wish to change appears on the display screen, editing can be done in seconds.

### Automatic justification of reset copy

The outstanding flexibility of the Quadritek phototypesetting system comes into play when you want to reset copy stored on the magnetic tape cassettes. Suppose you originally set type in a sans serif light face, but now want to reset in a medium weight and a larger size for greater legibility. The system automatically rejustifies to the parameters you establish, and resets the entire job according to the new specifications. You get what you want, when you want it, without having to re-keyboard a single character.

### Software control keeps the system "new"

When you buy the Quadritek 1200 phototypesetter, you buy the system of the future. The sophisticated microprocessor that controls the machine's functions can be programmed with many new state-of-the-art capabilities simply by loading a program tape. Unlike machines whose capabilities are limited by hardware configurations, the Quadritek 1200 has an almost unlimited capacity to acquire new user-oriented technology as it is developed by Itek engineers.

### Quadritek 1200 Specifications

**Speed**
Up to 15 characters per second.

**Font Segments**
Four 112-character acrylic fonts.

**Type Size**
5½ point (1.936mm) to 12 point (4.224mm) in ½-point (.176mm) increments.

12 point (4.224mm) to 36 point (12.673mm) in 1-point (.352mm) increments.

Total: 38 sizes.

**Character Capacity**
17,024 characters.

**Character Unit Width**
36 relative units to an em.

**Word Spacing**
0 to 48 picas (0mm to 203.2mm).

Optimum value selectable.

**Line Length**
48 picas (8 in.) 203.2mm (45½ ciceros).

**Leading**
Forward: 0 to 99.9 points (35.169mm) in 1/10-point (.032mm) increments.

Reverse: 0 to 99.9 points (12 in., or 304.8mm maximum).

**Type Alignment**
Left-hand and base aligned, all sizes.

**Input**
Keyboard or magnetic tape cassette.

**Output**
Right-reading photographic paper or film positives in widths of 2.75 inches (70mm), 3.94 inches (100mm), 5.90 inches (150mm) and 8.11 inches (206mm).

**Final Output Capacity**
Supply roll: 147.5 ft. (45 meters).

Output cassette: 14.8 ft. (4.5 meters) max.

**Memory**
12,288 16-bit words.

**Size**
Width: 42 inches (106.68cm).

Height: 17.5 inches (44.45cm) (excluding optional stand).

Depth: 28 inches (71.12cm).

Weight: 185 pounds (83.9kg) (excluding optional stand).

**Power Source**
115 VAC, 60 Hz, 20 Amps. (steady-state consumption – 7 Amps.) 220 VAC/50Hz also available from Itek International.

**BTU Output Rating**
2700 BTU/hour.
45 BTU/Min.

KW Rating
0.85 KW.

Specifications subject to change without notice.

Itek

Graphic Products

A Division of Itek Corporation
811 Jefferson Road
P.O. Box 1970
Rochester, New York 14692

ASP • 383 • 7/78 • 25M • 13 Printed in U.S.A.

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